

PR SENSE

Communicate the communication

India's First Corporate ezine

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Young Helping Minds

Theme of this Issue

Action 2020 -
UnConference

Guest Editor

Poornima
Premchandran

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PR-e-FACE: From the desk of Editor in Chief

Empower youth to gain more advantage



There is always a general feeling amongst the seniors that youngsters do not take any responsibility and they are more self centered. Probably such impression is gained due to the fact that

youth are not empowered fully.

Action 2020 – UnConference organized at Chennai by India Vision online group in Jan 2009, established effectively the commitment of young working professionals and students towards building the society and the Nation. 33 Organisations managed by youth and backed by more than 10,000 young working professionals and students re-dedicated their commitment to the Nation.

These young boys and girls have already completed more than 500 projects benefiting more than 1.50 lakh poor people with cost of outlay of more than 50

lakhs, sourced from their own and from well wishers.

The inspiring interaction with Dr. Abdul Kalam, former Indian President, during the event encouraged these young people to pledge more support to the society.

Interestingly, while many Corporates spend ten times more money than their CSR funds, on publicity, these young heroes never approached any media for their publicity.

Empowered enough, our present day youth are capable of achieving any heights. It is time that creativity of the youth gets synergized with expertise of seniors.

We hope you enjoy this ezine dedicated to Action 2020 - UnConference

K. Srinivasan

Poornima Premchandran – Guest Editor



Poornima Premchandran, presently one of the Trustees for Young Helping Minds, started her social activities right from childhood, say from her twelfth year. As a young girl, she used to collect old newspapers from other residents and used the sale proceeds for the benefit of poor people. Though she is presently working with a Multinational company, she spends her weekends in orphanages and old age homes. She also reads for blind children. She can be contacted at

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PR-e-FACE: From the desk of Guest Editor

Youth Power – We believe and we can, we will

With no inhibitions anymore, the Youth of today are raring to go out of the way and prove themselves. The present day youth are often underestimated and condemned by the Society as a menace or trouble makers. However, in my personal opinion the young minds are the most powerful resources of any country, provided their potential and strengths are harnessed in an effective manner.

Being more empathetic towards the views of the youth would add more value to their thoughts and insights. Shunning or despising them would only negate their thoughts and action. The seniors need to motivate and mentor them to the right paths and engage them in global issues such as politics, education, combating terrorism, etc. This would instill in them a social responsibility and a sense of belonging, hence making them socially responsible citizens.

The youth power must be channelized in a manner that it makes fruitful and positive contributions to the society. Youth leadership and empowerment

programmes, would attract a lot of youngsters to step out and contribute, and play a vital role in progression of the society. They must be educated properly in this direction.

Action 2020 – UnConference 2009 saw an alliance of over 33 youth organizations across South India to work together for a common goal. Globally, the need of the hour is to ensure that world peace and stability is not at stake. This is something that each of us can contribute universally, regardless of the country or culture we belong to. Let us all strive together to leave a better world for the future generations to come.

We wish you all the best and hope you would join us in our mission to unite the youth of the world. Enjoy reading of this issue of Ezine.

Poornima

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Download all the earlier issues of ezine

<http://www.prpoint.com>

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Action 2020 – Core Team



India Sudar, established in 2004, presently has a registered membership of more than 600 working professionals. They have already completed more than 235 projects involving around Rs.21 lakhs, contributed by them. They focus on support for primary education, particularly for orphans and poor children.

Website : www.indasudar.org

Email: admin@indiasudar.org



Dream India, established in 2004, presently has a registered membership of more than 500 working professionals. They have already completed more than 80 projects involving around Rs.8 lakhs, contributed by them. They focus on providing education to poor children in different states. The members take classes during weekends for the poor children.

Website : www.dreamindia2020.org

Email : admin@dreamindia2020.org



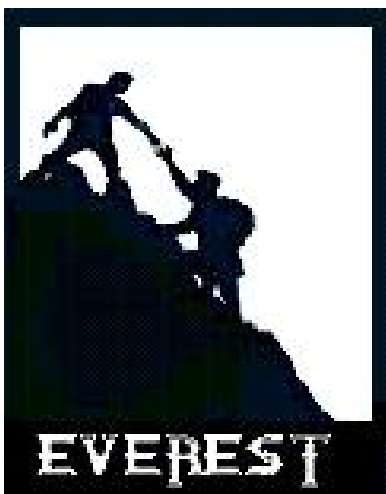
Action 2020 – Core Team



Young Helping Minds, a group formed by college students in August 2006, presently has more than 400 members. They pool all the pocket money given by their parents and utilise the amount for supporting education of poor children. They have already completed 30 projects involving around Rs.3 lakhs. They concentrate on supporting poor children for education, conducting medical camp, visiting orphanages and old age homes, etc.

Website : www.younghelpingminds.org

Email : younghelpingminds@yahoo.co.in



Team Everest was established by a group of young software professionals in August 2006. It currently has a membership of more than 2,800. They focus on education motivating the young school children. They have already networked with 135 schools and 33,000 students. They have done more than 400 projects involving money outlay of over Rs.10 lakhs, contributed by their members voluntarily.

Website : www.teameverest.wordpress.com

Email : teameverest@yahoo.co.in





ACION 2020 – TEAM COMMITTED TO NATION BUILDING

Organisation	Email	Website / Blog
Bhumi Chennai	prahalathan@bhumichennai.org	http://bhumichennai.org/
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Build future India	build_future_india@yahoo.com	-
Changers	srivigneshwaran@gmail.com	http://www.changers.org.in/
Chennai Social Service	bonthusathish@gmail.com	www.chennaisocialservice.org/
Disha	sanguine83@gmail.com	http://disha.byethost13.com/web/
Dream India	natadreams@gmail.com	www.dreamindia2020.org
Helping Minds	balajimai@yahoo.com	http://www.helpingminds.org/
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action 2020
together to act



UnConference by India Vision 2020 group

Organised by
Prime Point Foundation - India Sudar - Dream India - Team Everest - Young Helping Minds

Action 2020 – UnConference was held at Chennai on 17th Jan 2009 at Chennai. 33 service organisations, with the backing of more than 10,000 young professionals and students participated and planned the strategies for working together in various areas of social development. Many eminent people shared their expertise. Dr A P J Abdul Kalam (Former Indian President) and Dr Y S Rajan, architects of India Vision 2020 interacted with the young participants over phone and motivated them. For more details and to listen to audio of Dr Abdul Kalam, please visit:

<http://www.action2020.co.cc/2009/01/dr-kalams-interaction-session-with.html>

<http://www.action2020.co.cc/2009/01/action-2020-pictures-of-unconference.html>

<http://www.action2020.co.cc/2009/01/action2020-unconference-brief-report.html>

Action 2020 team – Together taking the Nation forward





DR. ABDUL KALAM HAS
PRESCRIBED... **ACTION 2020**
TABLETS FOR YOUTHS... IT IS IN
THREE FLAVOURS... FIRST TAKE...
'I'... THEN **'WE'...** & YOU WILL GET
THE THIRD ONE AUTOMATICALLY...
ie **'INDIA CAN DO IT.'**



Glimpses at Action 2020 – UnConference



Participants listening to discussions keenly. Nearly 100 youngsters participated representing 33 social service youth organizations

Mr T S Krishnamoorthy, former Chief Election Commissioner of India participated actively and shared his views with youngsters.



Mr R. Bhagwan Singh, Consulting Editor of Deccan Chronicle and a senior journalist, gave the support of the media for all the young people, who are involved in developmental activities.

Glimpses at Action 2020 – UnConference



Dr Sathosh Babu I.A.S., Managing director, ELCOT (who was successful in bringing back 10000-plus school drop-out children to education in Krishnagiri District, Tamil Nadu) sharing strategies with Mr Natarajan (Dream India) and Mr Kartheeban (Team Everest), Convenors of this UnConference. Dr Santhosh Babu will coordinate between Action 2020 team and Bureaucracy.

The young leaders of organizing team viz. India Sudar, Dream India, Team Everest and Young Helping Minds jointly addressed the media conference at the venue. There was a spontaneous support from the media for covering the success stories of various 'Unsung Heroes'.



The UnConference started at 10 AM ended only at 5.30 PM with a brief break for lunch. The whole event was anchored only by the young team of Shiva, Uday, Poornima, Ravi, Natarajan, Nagappan, Kartheeban, Jayashree. In the picture Shiva is anchoring the discussions with Ravi looking on.

Global Round-up

HOW THE CORPORATES LOOK AT COMMUNICATION AND PR IN INDONESIA

By : Rini Firdaus (frini2003@yahoo.com)

Indonesia has experienced a wide array of changes in the business industry these days. One particular yet important positive change is that more and more white-color crimes are uncovered. This dishonest behavior executed by people in positions of power has brought enormous changes in their customer's trust. This should also be a call for public relations to communicate with the media as the new social force as well as to the customers. But ironically, nowadays communication and PR officers are still perceived as second-class people in the business industry. Even some companies are afraid to use the name '*public relations*' instead using '*community relations*', '*investor relations*', and some other titles, so they are not trapped in the stereotyped circle of PR image as a make-up maker. Not only that, PR tasks are now also done by the marketing department. This fact is painful for any public relations in Indonesia.

On the other hand, some PR experts still believe that Indonesia's native culture prevents public relations in a company to speak up honestly to the public or the media. Therefore, the media tend to honor the decision to hire independent PR consultants to reveal some important news to the media in order to re-build the corporate image. This is why currently individual PR agencies are becoming more popular among the corporates. Now Indonesia has some important PR groups that give support to each group members, such as by doing seminars, workshops, etc. This also visualizes that PR is growing rapidly, and that PR no longer belong to the second-class people anymore.



The participants of Action 2020
UnConference – Young and old signed
this pledge to be submitted to Dr A P J
Abdul Kalam, Former President of India



Global Round-up

Yes – We can!

By Archana Verma (Director of Marketing and Communications, IABC, United States of America)

Over the past few months, the financial crisis has had an impact on PR professionals, regardless of which country or industry we are in. Communicators in the U.S. have been especially embroiled in managing the crisis at their organizations—be it reassuring employees and investors, rebuilding corporate reputation or restoring public confidence.

According to a recent survey of 1,442 business communicators from around the world, conducted by the International Association of Business Communicators (IABC), over 75% of respondents said they were feeling the effects of the crisis. Yet, only 56% of the survey respondents said their organizations were responding with proactive communication to employees and other key audiences, 30% said their organizations were responding to specific inquiries or issues only, and 14% said their organizations had no communication response to the crisis. With respect to leadership communication, almost half of the respondents (49 percent) said their organization's leaders were visible and active in communicating information about the crisis, 31% said their leaders were responding to specific inquiries or issues only and 20% said their leaders were not actively communicating with stakeholders about the crisis.

During difficult times, employees are looking toward their leaders for reassurance and direction. It is incumbent upon leaders to communicate clearly and honestly with employees about how the downturn will affect the company and their jobs. Even if they don't have the answers or can't share information at the present time, they should offer frequent updates as and when possible to reassure their workforce and prevent rumors, fear and anxiety.

And it behoves us, as communicators, to help our leaders navigate these challenges. We have a unique responsibility to think about the best interests of our company and to use the power of communication to inform and educate both management and stakeholders. To employees and customers, communicators must reinforce the vision, goals and plans that management defines as a priority for the next year. To management, communicators must bring information about interests and concerns of the workforce to promote employee engagement, morale and productivity.

We are often faced with the challenge of proving the value of PR and employee communication to management. Let us treat the current economic climate as an opportunity to rise to this challenge. In the words of the new U.S. President, Barack Obama, "Yes, we can!"



Health and Physical fitness Tips

Don't Smoke - One of the main reasons why people decide not to give up smoking, and sadly, the reason why some people take it up is the effect smoking supposedly has on weight gain or loss. It is true that smoking has been associated with an increase in metabolism. It is a drug!! However it is a dangerous, addictive drug and surely the tiny effect it has on your metabolism is outweighed by the huge risk of dying from lung cancer.

Drink More Water - You can live three weeks without food, However you can only live for three days without fluid, just think 3 days and its all over, one could suggest that water is fairly important! Your body is anywhere between 60 and 70 percent fluid. The fluid in your body is responsible for helping to keep every system of your body in good working order, including all of your metabolic processes. De-hydrate and everything slows down. The fluid in your body will also ensure that you can move well and be active. If you start to dehydrate, your body's ability to do basic activities will slow down and your ability to exercise effectively or even enjoy exercise will be reduced. You will feel tired, lethargic and will probably get a headache.

Eat A Variety Of Foods - For protection from the majority of illnesses such as heart disease and cancer you need a variety of foods that deliver that mix of nutrients and minerals. Aim to eat different colored fruits and vegetables. Try to eat a different food each month. Eat an apple a day as the apple pectin cleanses the body's digestive system by removing toxins and therefore preventing degenerative health problems such as cancer.

Relax For 20 Minutes a Day - Relaxing for at least 20 minutes a day will go a long way to reduce blood pressure and your reactions to stress. Sit or lie somewhere comfortable, Breathe slowly in and out of the nostrils breathing deeply into your abdomen. Say HAM as you inhale and SA as you exhale. These suggestions are charged with positive energy and will help you control your emotions. Try once a day for fantastic results.

Floss Every Day - Flossing your teeth every day is the best way to prevent gum disease and protect your heart. Gum disease, if left untreated, can lead to inflammatory reactions in the body that can trigger heart disease and stroke.

Drink More Tea - Try drinking more tea instead of coffee to help protect your body from damaging effects of free radicals. Tea is a rich source of antioxidants that play a big role in protecting against some cancers and cardiovascular disease.

Get Active - Aerobic activity not only burns calories but also increases your metabolism and can keep it elevated for several hours after a workout. You don't need to spend hours each day on the treadmill or bike to reap the benefits. Exercising aerobically for as little as 20 minutes, three to five days a week will make a big difference. Extra movement throughout the day is also essential, take the stairs instead of the lift, lose the remote and move at every opportunity you can.

Get More Sleep - Lack of sleep changes your hormone levels and capacity to metabolize carbohydrates so less sleep = slower metabolism. Studies have revealed that deep sleep causes cell repair and cell growth, which will speed up the metabolism and burn calories. So aim to get at least eight hours sleep a night.

Eat More Protein - Protein stimulates the major brain chemical dopamine which keeps us alert, try chicken or tuna salads for lunch. Go for complex carbohydrates rather than white flour and sugar, as they will provide a sustained energy source as opposed to a quick hit. Another reason to leave simple carbohydrate out of the diet is that they have a negative effect on your skin and how it ages. The more sugar that is in the body the more you force a chemical reaction causing sugars to attach to proteins and this is very detrimental to your skin.

Source: <http://www.healthybiz2000.com/>



PRETTY:

How to understand a girl friend's mind?

A man walking along a California beach was deep in prayer.

Suddenly the sky clouded above his head and, in a booming voice, the Lord said,

"Because you have TRIED to be faithful to me in all ways, I will grant you one wish."

The man said, "Build a bridge to Hawaii so I can drive over anytime I want."

The Lord said, "Your request is very materialistic. Think of the enormous challenges for that kind of undertaking. The supports required to reach the bottom of the Pacific! The concrete and steel it would take! It will nearly exhaust several

natural resources. I can do it, but it is hard for me to justify your desire for worldly things. Take a little more time and think of something that would honor and glorify me."

The man thought about it for a long time.

Finally he said, "Lord, I wish that I could understand my girl friend. I want to know how she feels inside, what she's thinking when she gives me the silent treatment, why she cries, what she means when she says nothing's wrong, and how I can make a woman truly Happy."

The Lord replied, "You want 2 lanes or 4 lanes on that bridge?"



Billion Beats, epaper published by Dr Abdul Kalam has featured this Action 2020 – UnConference exhaustively in the issue dated 26th Jan 2009.

Billion Beats may be downloaded from www.abdulkalam.com

Join the India Vision Group and be part of thousands of like minded people to take the Nation forward.

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